

you can get a free t-shirt!



Here's your chance to give us some feedback. The more information you give us, the better we'll be able to tailor future programs for you. So please take a moment to fill out and send in this survey by July 31st, 1993. You'll get our thanks and a nice T-shirt as well.

1. Is this Sales Force Direct Mail communication helpful to you?
☐ Yes ☐ No
2. Does the information in this package help you to: *(Check all that apply.)*
☐ Sell-in additional quantities of Merit in anticipation of Direct Mail program?
☐ Gain additional Retail visibility for Merit Family?
Such as: _____
☐ Realize that PM USA is spending \$ to increase Merit Sales in your territory?
☐ Other: _____
3. Based on all the activity in your territory, are the coupon values in these direct mail packages competitive?
☐ Yes ☐ No
4. What values and offers would help to promote Merit in your territory?

5. What competitive offers have worked successfully in your territory?
(Specific examples are needed.)
Premiums: _____
Incentives: _____
Price off: _____
6. Other thoughts, ideas, or suggestions, specifically regarding this direct mail communication that could help you:

Name _____
Address _____
City _____ State _____ ZIP _____
Market _____

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-- MOISTEN HERE TO SEAL --

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